

In The Claims:

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Claims 1-44: (Cancelled).

45. (Currently Amended) A method comprising:

receiving a plurality of logon requests at a server that offers at least one service associated with an entertainment event, the event being at a particular location and being attended by a plurality of persons, each logon request being from a portable electronic device operated by a person physically attending the event, each logon request comprising device profile information associated with the portable electronic device making the logon request, each logon request further comprising user profile information associated with the person using the portable electronic device making the logon request;

in response to the logon requests, using the server to provide logon data to each portable electronic device making one of the logon requests, the logon data enabling each logged on portable electronic device to access each service offered by the server; and

receiving, during the event, from at least a portion of the portable electronic devices logged on the server, feedback information associated with a particular service offered by the server, the feedback being input to the logged on portable electronic devices by persons attending the event.

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46. (Previously Presented) The method of claim 45 further comprising:
analyzing the user profiles associated with the persons using portable
electronic devices logged on the server to identify at least one common user
characteristic; and
based on the analyzing, automatically grouping at least a portion of the
persons using logged on portable electronic devices into a user community,
the user community being defined by the or each identified common user
characteristic.

47. (Previously Presented) The method of claim 45 further comprising:
providing streaming content to a particular one of the portable electronic
devices in response to receiving feedback information from the particular
portable electronic device.

48. (Previously Presented) The method of claim 45, wherein the logon requests
each comprise the particular location of the entertainment event.

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49. (Currently Amended) A method comprising:

receiving a plurality of logon requests at a server that provides a plurality of services associated with an entertainment event, the event being at a particular location and being attended by a plurality of persons, each logon request being from a portable electronic device operated by a person physically attending the event, each logon request comprising user profile information associated with the person using the portable electronic device making the logon request;

analyzing the user profiles associated with the persons using portable electronic devices logged on the server to identify at least one common user characteristic;

based on the analyzing, automatically grouping at least a portion of the persons using logged on portable electronic devices into a user community, the user community being defined by each identified common user characteristic;

automatically offering a particular one of the services to each person in the user community, the service offered being based on at least one of the common user characteristics that define the user community; and

receiving, during the event, from at least a portion of the portable electronic devices operated by persons in the user community, feedback information associated with the offered service.

50. (Previously Presented) The method of claim 49 further comprising:

providing streaming content to a particular one of the portable electronic devices in response to receiving feedback information from the particular portable electronic device.

51. (Previously Presented) The method of claim 49, wherein the logon requests each comprise the particular location of the entertainment event.

52. (Currently Amended) A method comprising:

- receiving information from a plurality of portable electronic devices operated by persons physically attending an entertainment event, the event being at a particular location;
- analyzing the received information to identify at least one common characteristic shared by at least a portion of the persons operating the portable electronic devices;
- grouping persons who share the or each common characteristic into a user community;
- offering a service to the persons in the user community, the offering being made via the portable electronic devices operated by the persons in the user community, the service being associated with the event; and
- receiving, during the event, from at least a portion of the portable electronic devices operated by persons in the user community, feedback information associated with the offered service.

53. (Previously Presented) The method of claim 52:

- wherein the offered service comprises providing streaming content, the streaming content being associated with the entertainment event; and
- wherein the streaming content is provided to a particular one of the portable electronic devices in response to receiving feedback information from the particular portable electronic device.

54. (Previously Presented) The method of claim 52, wherein the information received from at least one of the portable electronic devices includes the particular location of the entertainment event.

55. (New) The method of claim 52 wherein said event is a live event that includes at least one of a movie theater event, a sporting venue event, or a sports bar event.